

By way of introduction...

**TRUST** IS AT THE HEART OF OUR BUSINESS



We started entrust IT Group with a vision. That vision was to change the way people interact with technology and to remodel our working world. By offering businesses of all sizes the opportunity to leverage complex cloud technology, we opened up new opportunities for our customers and freedom for their staff.

Today, the cloud is reshaping the way we work. With so many vendors offering a service 'in the cloud', it could be easy to get lost in it all. When so many offer cloud services, how do we stand out from the crowd?

We believe the answer lies in our core values: Trust, Dependability, Friendliness, Adaptability and Tenacity. Our values shape who we are as a business and how we treat our people and our customers. They remain unchanged since our founding and serve as a backbone to every IT service that we offer.

This book is about who we are. It is for our customers and our staff, our business partners and anyone who is interested in finding out what makes us tick. It tells you about us, the work we do and our vision - and the core values at the heart of all of it.





## About us

Founded in 2006, entrust IT was born from the combined insights of two brothers with extensive experience in large-scale enterprise IT. Recognising the power of technology to empower businesses of all sizes, they set out to create a tailored and accessible approach for midmarket companies. This foresight and dedication positioned entrust IT as a pioneer in the early days of cloud computing, establishing a track record of delivering innovative solutions for a growing market.

Initially, convincing businesses of the cloud's future potential posed a significant challenge. Yet, through unwavering conviction and dedication, entrust IT secured early adopters who remain valued partners today. This testament to trust, the company's core value, is a source of

immense pride.

Over the years, entrust IT has evolved significantly. International accreditations and award-winning projects showcase a commitment to excellence. The strategic acquisition of like-minded regional MSPs gave birth to the entrust IT Group, a network of six businesses now spanning the UK. This unique model seamlessly unites the nurturing support of local presences with the collective expertise of a national entity.

At the heart of entrust IT lies a passion for people. Our helpdesk boasts friendly, technically adept engineers renowned for their exceptional customer service. Field engineers crisscross the nation, ever-ready to assist in times of need. Meanwhile, dedicated consultants work tirelessly

within client boardrooms, driving growth and success.

Ultimately, entrust IT's focus remains unwavering: you. Whether you're a business seeking streamlined operations, a talented individual ready to join our team, or a potential partner eager to collaborate, we extend a warm welcome. We invite you to discover the difference trust, expertise, and dedication can make in your unique journey.



# Our Values

## Trustworthy

The heart of our business, trust is key to our model which has always been about developing strong relationships. That means we are rigorously honest in all our engagements with customers. We'll only ever sell you what you *really* need, explaining the pros and cons of everything we do. When we make mistakes, we are transparent about them and we learn from them

## Dependable

Nobody wants to feel let down. That is why we endeavour to be utterly dependable. If we say we are going to do something, we do it. We don't cancel last minute, and we don't quit until the job is done.

## Friendly

We want to be efficient of course, but not at the expense of that personal touch so we pride ourselves on offering a friendly service, without jargon or unnecessary complexity. We choose our support team primarily for their communication skills.

But don't take our word for it, listen to what this customer had to say about our support team: "They are always so friendly and very quick to respond I love working with them, nothing is too much bother for them."

## Adaptable

Every business is different, which means they all bring their own history, their own environments, and their own challenges. To support a business successfully, we know that you have to be adaptable to their needs. We cannot fit you into our mould. Therefore, we find solutions to meet whatever problems you face and we adjust to match any business need. We meet you where you are, not force you to change to suit our needs.

## Tenacious

We never give up. When things get tough, we find a way to succeed. We never accept "good enough", every job we take on has to be our best and we keep going until we have got it right. That promise is what makes us different.







## Culture

A good culture is the cornerstone of a good business. An empowered workforce is the key to the work that we do.

As a family business at heart, we have a close-knit workforce with a friendly, inclusive environment. Our staff enjoy a relaxed, but professional atmosphere with excellent opportunities for career progression.

We have a strong tradition of developing young talent and have links with a number of apprenticeship organisations in our local area. A large part of our workforce joined us at an apprenticeship level and have worked up, attaining vital qualifications and experience in the process.

When we can find them, we look to acquire good local IT businesses and give them the entrust makeover.

Overhauling systems and processes to ensure that as much time as possible can be spent with customers; not grappling with operational issues.

Learning from their best practices and absorbing them into our own we look for constant improvement in the way we work.

Inevitably problems arise but we strive very hard for a no-blame approach that enables our people to share with us the challenges - so that every mistake becomes a learning exercise and a chance to improve.

We are a diligent, creative and adaptive group of people with a passion for technology and how it can be used to empower a modern workforce.





## Locations

### Head Office - Ringwood, UK



Located just 10 miles from Bournemouth, the fastest growing area in the UK technology sector, Ringwood is nestled on the westernmost edge of the beautiful New Forest National Park. Ringwood is surrounded by forest land and is only a few miles away from some of the best beaches in the country.

We have occupied our Head Office since 2008 and it is the home of our senior management team and part of our service team.

### Aldershot, UK



Aldershot is our satellite office, based 34 miles southwest of London on the Hampshire/Surrey border. Aldershot is a Victorian town famous for being the “Home of the British Army”

Our Aldershot office is home to our regional business development teams and some of our regional technical teams.

### East Grinstead, UK



East Grinstead is a satellite office, based 9 miles away from Gatwick Airport and 30 miles from Central London. East Grinstead is located in West Sussex, close to the borders of East Sussex, Surrey and Kent.

Our East Grinstead office is home of our regional technical teams in that area.

### Midlands, UK



The entrust IT Group holds a small regional presence in the Midlands, mainly comprising local field engineers.

### Boston, USA



Our Boston Office is located in One Boston Place, in the Financial District of Boston, Massachusetts.

Boston is home to our US team and assists in our operations in the United States.





*One of the “brightest and best businesses that the UK IT industry has to offer”*

Stuart Sumner  
Editor  
Computing Magazine

Those that have the courage to push boundaries and defy convention are the ones that change the world.

When we let go of old habits and embrace change then we can drive innovation and push ourselves forward.

Finding new ways to work, however unusual or unnatural has been our goal from the very beginning. By challenging what is considered possible, we have given those bold enough to embrace change a platform for success and the partnership required to achieve it.







## Security

At the entrust IT Group, we take information security very seriously. That's why we invested to obtain and maintain ISO 27001 accreditation and why all European customer data is stored in UK based datacentres, with their own ISO 27001 certification. European customer data never leaves UK shores, ensuring compliance with EU data protection laws.

But security isn't just about data storage; data access is even more important. All entrust IT Group cloud services are encrypted, including our flagship Hosted Workspace products and we strictly enforce unique username/password controls with complexity, reuse and longevity standards designed to the highest standards.

For more demanding environments (local government, legal, financial services or other highly regulated sectors) we provide two-factor authentication; via a smartphone application or using SMS text messages to a pre-approved device.

These are just some of the steps we take to keep your data safe; and your organisation secure and compliant :

- 24x7 CCTV surveillance at our data centres and within our offices.
- Restricted list of authorised employees with access to customer systems

- Redundant/resilient power supplies at every datacentre
- Redundant/resilient Internet connectivity at every datacentre
- At least two data centres available to each customer to provide standby and failover options
- System access, passwords and confidential information restricted to appropriately trained staff.
- User account passwords never available to our staff ,in the event that maintenance on a user account is required a pre-agreed customer password will be set and the user

forced to change password again on next logon.

- Departing users have their passwords reset and accounts disabled within 30 minutes of notification.
- Logical and physical segregation of Customer applications, configuration and data
- Redundancy and resilience incorporated within our system architecture; no single points of failure.

We regularly post cyber-security tips to our blog and have spoken at a number of industry events related to cyber-security.



# Management Team

## Jeff Dodd - Group CEO

*"IT issues should not feature in your day. Technology should just work. If we do our job right we will be almost invisible... we strive for invisibility"*

Initially an Operations Director, Jeff Dodd became IT Director of the newly formed Towergate Underwriting Group in 1997. In 2001 he was invited to become IT & Facilities Director for another startup venture – The Folgate Partnership Limited, a company eventually employing 2,000 people and with a turnover of £750M.

In late 2004, Towergate and Folgate merged to become The Towergate Partnership and in April 2005 he left the business, spending a year working for Polaris, an insurance industry think-tank, specialising in electronic trading and EDI messaging standards.

He started entrust/IT in 2006 and became its CEO later that year. Concurrently he has held a number of non-executive positions as well as providing consultancy and interim CIO services to insurance and finance organisations and to a number of software houses.

Jeff is a qualified Project Manager, a Microsoft Certified Professional and a Member of the British Computing Society. In his spare time, he is a keen powerboater and skier. He also has three grown-up children.



## Matthew Dodd - Group CTO

*"We are entering a time of digital revolution for modern organisations - what is possible generates real excitement, and I'm thrilled we are positioned to turn that into transformative advantage for our clients."*

After initially training as an electronics engineer, Matthew Dodd discovered a passion for computers that led to a change of career. Drawn into Financial Services, Matthew developed a rich base of IT skills across the whole sector, branching into specialist consultancy in 1990. His early career involved stints as a developer, network engineer, technical architect, trainer, consultant and as a team manager.

Matthew has a broad and varied experience of Windows & Unix server environments, server-based computing, networking and all aspects of Internet technologies. As well as being a Project Manager he holds qualifications in ITIL service management and technical certifications with Microsoft, Cisco, Novell, Citrix and others.

From 1999 to 2001 he was IT Operations Manager at insurance start-up Towergate Insurance, followed by a brief stint as technical architect at B&Q. He joined the Folgate Partnership in 2001 and remained there until late 2005 when the merger between Towergate Insurance and Folgate Partnership was completed. During his time with Towergate and Folgate he implemented a strategy to deliver server based computing systems to thousands of users all over the UK.

Matthew Dodd became the CTO of entrust/IT at its creation in April 2006 and remains responsible for all the "big" technology decisions within the entrust Group.

Matthew has two young children who keep him occupied in his spare time.





### Richard Baker - Director, Serval IT Systems

*“Good IT is about informed planning, design and support. With this approach you can make sure IT supports and helps your business grow”*

Originally an electronics engineer performing a technical role in assigned processor system design for medical instrumentation in the mid-1980s, Richard worked with early PC based systems as the IBM PC made its mark.

Following this, working with the Microsoft operating systems and early networks was a natural step. Richard moved to the retail sector implementing management and merchant systems for several high street names such as Salisbury’s Handbags and Contessa Ladies Wear.

After a successful period on the high-street Richard moved on to Haliburton Geophysical Services and worked on a number of computerised surveying projects in the UK and around the world.

Richard was then engaged at IPMI to integrate IBM business systems in to Microsoft Windows and Novel Netware networks. In this role he implemented and installed systems for a number of National and international businesses.

Eventually, Richard grew tired of this work and was hungry for a new challenge. He founded Serval Systems in 2003 and has since grown the business, working closely with a number of long term clients across various business sectors. Together with Serval’s dedicated team Richard aims to help our clients develop and get the best out of their IT investment.

As a long term keen sailor Richard has race boats from dinghies to ocean racers at events at home and abroad, however these days when not at working he is more than likely to be found supporting his children and other keen young sailors.

### Ian Roworth - Director, Tiva IT Solutions

*“Downtime can cause potentially huge losses of income and reputation to any business, we strive to pro-actively monitor and fix problems before they become a major issue”*

After qualifying as an electronics engineer and finding computing starting to appear in the syllabus Ian moved into the IT sector in 1983 and worked at Computer Ancillaries alongside the likes of Joe Hemani (CEO West Coast) and Gary Levell (CTO Exclaimer software). Before the days of the internet, IT jobs involved plenty of travel to fix issues on-site.

Computer Ancillaries was acquired by LSI/CPU PLC of Woking. Ian was soon promoted to a senior engineering role as his skills developed.

Ian’s second company was acquired by Data Design Techniques of Birmingham and there Ian was promoted into the senior management team aged 22, specialising in multiple technologies including Real 32, Elsie, DR-DOS, Unix and NeXT Step.

Ian left DDT to join a start up company called Linetex (Esteem) and worked there for many years as Southern Area Team leader developing early Microsoft and Novell skills.

Ian later started work at Concept Computing Ltd in Kingston and it was here he really grew his IT skills becoming qualified in Microsoft, Novell, Citrix and heading up many larger scale projects, at CCL Ian first met Tom McClellan who later became the T in Tiva.

Head hunted again this time for a company in Oakland California called Versata, Ian worked in deployments for clients like United Bank of Switzerland, Goldman Sachs and Merrill Lynch around the USA.

After a brief period with Genesis Group in Doncaster developing hosted cloud solutions for many councils and spending many long nights in Telstra in London docklands Ian was looking for a change. Together with former colleague Tom McClellan, they founded Tiva.

IT has taken Ian around the world and even into the personal offices of Richard Branson at Virgin or Frank Skinner at Avalon.

At weekends you’ll find Ian performing with American Rock legend Joe Jammer formerly of Supertramp and Steelers Wheel.





# Leading the Conversation

*"No matter what people tell you, words and ideas can change the world."*

We believe that in order to make a positive change on the world, you must be prepared to share ideas and generate constructive conversation.

Since our founding, we have always been at the forefront of change in our industry. By pioneering Cloud technology as far back as 2006, we helped change the way the world works - forever.

As part of our commitment to spearhead technological innovation, we have appeared at many thought-leader conferences and been recognised at a number of industry awards.

By sharing our knowledge and expertise of the IT industry, our goal is to generate a constructive conversation about how best to do business. With that conversation, we hope to help accelerate global business.

We have spoken at thought leader conferences covering topics such as

- GDPR
- Cyber Security
- The Cloud
- Technological Change

Our blog is regularly updated with helpful tips, industry news and solutions to help businesses run more efficiently.

[blog.entrustit.co.uk](http://blog.entrustit.co.uk)

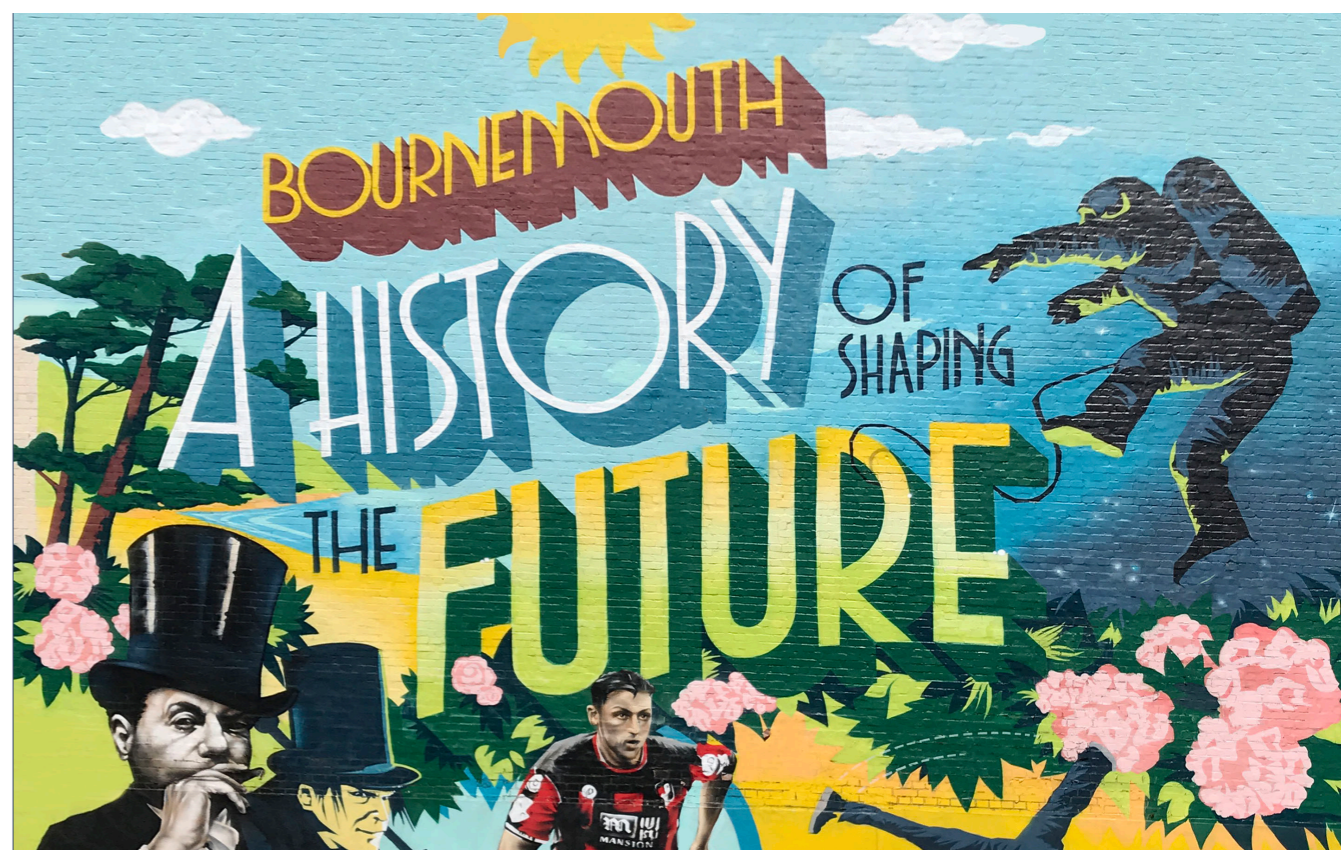


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## Caring for our Environment

We believe that we all have a responsibility to minimise the environmental impact that we make, whether to improve life now; or for future generations – who will pick up the bill for our activity.

Because we live and work in an area of natural beauty, we are acutely aware of the need to protect the environment we inhabit.

Consequently we aim to ensure that our systems and services are as environmentally friendly as possible. We can do this in a number of tangible ways :

### **By focusing on our resource usage**

- We pay close attention to the amount of

raw power we use and try to keep it as low as possible. Lower power usage means less greenhouse gas emissions and lower environmental impact.

- We maximise the utilisation of our systems to ensure that processing power does not sit idle and therefore wasted.
- Since late 2008 we have pursued a technology replacement policy that prioritises low power consumption.

### **By improving your resource usage**

- Our servers will work harder and consume less power than the equipment that you would own if you ran your own IT in-house.

- Our cloud-based services will extend the life of your desktop workstations and/or give you the option to replace them with low consumption alternative

### **By providing solutions that lower your carbon footprint**

- Systems that enable home and remote working, lowering the number of business miles travelled and saving on CO2.

We can't promise a mission statement so grandiose as "do no harm" but we will constantly focus on reducing the environmental impact of our business – passing on those benefits to our customers.

**Because cloud computing should be greener computing.**







# A Hosted Workspace

Our working world is undergoing transition. Some businesses still cling to the traditional model of business, with a number of components of a workspace such as computers, phones, document storage and line of business applications. These are hosted on a local server and managed by IT teams on-site. Working out of the office is difficult, with limited access to critical business apps and files.

We believe in a different way of working, a way of working that liberates your team from the confines of your office. We call it Hosted Workspace.

Hosted Workspace is a bespoke package of a number of public and private cloud IT services. You decide what is critical to your business, and the package reflects that. From document storage to telephony to remote working, you build your Hosted Workspace to reflect the needs of your business. Your people are able to access their work desktop, applications and documents from anywhere, at any time, on virtually any device – with security and compliance built in from the start.

Your accounts department will thank you too, since all of your critical business IT services come from one place, with a per-user, per-month charge that scales up and down as you do – easy!









# Harvey Jones Kitchens

## Multi-Site Hosted Workspace

Harvey Jones Kitchens has been established for more than twenty five years, and in that time have designed and hand crafted more than fifteen thousand kitchens.

Harvey Jones has recently enjoyed a period of expansion, with a surge in orders and the opening of new showrooms – from 10 to 29 in just 6 years. The company had relied on a small IT services company to maintain and support its IT systems but this growth, combined with a need to rationalise its IT infrastructure meant that Harvey Jones needed a strategic partner to carry it forward.

## The Problem

“Our existing support company had worked hard but could not provide the services and support that we now needed,” explained Darren Woolsgrove, Harvey Jones’ Chief Operating Officer. “We had no corporate-wide IT infrastructure; each showroom had its own, isolated network and there was no real integration across showrooms and with head office. As a business, we had focused on growth and customer service but we had reached a point where the lack of an integrated infrastructure was affecting our operations.”

With virtually no in-house IT expertise, Harvey Jones took the decision to partner with a specialist service provider. “The success of our business means that our IT needs are constantly growing and becoming more complex,” continued Darren. “We have ambitious expansion plans and we needed an IT model able to support this growth whilst at the same time improving our internal working.”

Harvey Jones met with several IT service providers, reducing this to a shortlist of two before deciding to partner with *entrustIT* – a Microsoft Partner established to make IT and technology simply and hassle free. “We were very impressed with *entrustIT*,” said Darren. “They took the time to get to know our business, understand our issues and objectives, and put forward a proposal that would deliver against both our immediate and long-term objectives.”

## The Solution

The solution proposed by *entrustIT* was for a fully hosted IT service provided from a dedicated data centre which would be professionally managed, backed-up and secured from external threats. With over 160 users, information held in various data repositories throughout the country, specialist CAD software for kitchen design and a need to implement the new solution with minimum disruption; this was an undertaking that would require careful project management



“At *entrustIT* we’ve worked hard to broaden our capability and capacity so as to be a truly ‘one-stop-shop’ for IT and related services,” explained Jeff Dodd, *entrustIT*’s Managing Director. “This means that we are able to deliver a much more comprehensive service than the majority of hosting providers and this was certainly a key factor with Harvey Jones.”

Working over weekends to ensure that day-to-day business would not be affected, *entrustIT* technicians consolidated all of the information from disparate data sources into a single repository. At the same time, the various PCs across the UK were effectively converted to thin client terminals (with memory upgrades and other enhancements as necessary), and connected to an *entrustIT* datacentre. Users could then access their Hosted Desktop securely, using an encrypted internet connection from any location via single sign-on.

“Our users design and build beautiful kitchens.” continued Darren. “They shouldn’t have to be IT experts - they need to be able to access our systems easily and work together safely and securely wherever they are in our business.”

The solution implemented by *entrustIT* now matches the organisational needs of Harvey Jones. Major issues including the migration of emails from Microsoft Outlook to Microsoft Exchange, the need for a completely secure, easy-to-use and password authenticated access to the centralised information repository and shared diaries to allow for installation, planning and manufacturing arm of the business to work in harmony and deliver the perfect kitchen to each customer

Since deployment, the Hosted Desktop solution has allowed Harvey Jones to maintain its focus on generating new business as well as maintaining close relationships with its customers. The solution has improved communication, streamlined operations and delivered a standard desktop across showroom PCs, allowing staff to log in and continue working without having to hunt for applications, data and other customer critical information.

As well as providing a fully hosted IT service, *entrustIT* is also responsible for on-premise support at all of the Harvey Jones Showrooms together with hardware supply and infrastructure delivery as the showroom network expands.

The new solution has already delivered substantial benefits, including full disaster recovery in the event of a catastrophic failure at one of the showrooms or Head Office. Although Harvey Jones’ Head Office already makes extensive use of the capabilities delivered by the *entrustIT* Hosted Solution, the company has ambitious plans for the future.

“We plan numerous enhancements, including the provision of an ‘intranet-type’ service that will allow us to keep our showrooms and staff fully informed of developments, updates, pricing changes etc.” said Darren. “We will continue to enhance our infrastructure and are fully confident that *entrustIT* will always be on hand to project manage operations, work with us to deliver the services that our existing and new customers expect.”





MULLIGANS  
LIVE MUSIC

MULLIGANS  
LIVE MUSIC

ARECH OUT  
FLYING  
OF BALLS



# Burhill Golf & Leisure Group

## Multi-Site Managed Services

Founded in 1926, the Burhill Golf and Leisure Group is a private, family-owned business employing over 1200 staff. Their portfolio includes 33 golf courses across 10 UK-wide clubs, as well as 19 sites of mini golf and soft play. Alongside the prestigious Burhill Golf Club, BGL group's brands also include Mr Mulligans, BUNKERS!, and Ninja Warrior UK – much-loved venues for young and old alike.

Following the success of their Mr Mulligans and Ninja Warrior brands, BGL group began an investment process to expand the brands into more cities across the UK. Doing so highlighted some fundamental deficiencies in their technology that needed addressing.

## The Problem

Each BGL Group site requires many technology solutions to operate effectively. These include leased lines, wireless access points, PCs, EPOS terminals, CCTV, software, and networking equipment. Many of these solutions were provided by different vendors. As the number of sites swelled, so too did the complexity of the technology required to manage them.

*“The problem we had is that historically we operated without a clear long-term strategy in place for IT”* comments Bridget Jackson, Group IT Manager and Data Protection Officer for BGL Group. *“When problems arose, we reacted to them with short-term solutions that did not consider the bigger picture. Every site was therefore configured differently, making resolving issues incredibly time-consuming.”*

Without suitable IT resources, BGL sustained their growth by taking a reactive approach to issue resolution. Each site was treated as a siloed entity, independently configured using different hardware and a different approach. Despite having a long-term relationship with an outsourced IT support company, the skillset did not match the specific requirements of a multi-site leisure group such as Burhill, whose locations are a mix of remote rural and busy urban areas.

The result was a distributed IT environment which was impossible to manage effectively. This caused stress for the leadership team and throttled their ability to add new sites. In some cases, technology issues delayed opening dates of new locations by months. Without adequate resource in technical project management, these issues all fell on the IT manager's shoulders.

*“At any one time, it was common to have IT issues at 60% of our sites.”* continues Jackson. *“Those range from nuisances to crippling downtime.”* The sheer number of outages meant cumulative man-hours lost per year swelled into the thousands. Confidence in the incumbent IT support provider had been lost and an alternative was sought.



## The Solution

*“We reached out to several IT companies. Each brought their own expertise, but none of them could really match exactly what we needed, until we met entrust IT Group. They covered everything we needed, from hardware & software, to support. They also project managed everything meticulously which eased the burden on me.”*

Following a successful trial period project managing the opening of two sites in the Adventure Leisure division, the entrust IT Group was chosen as BGL Group's strategic partner.

In this partnership, the entrust IT Group would assume responsibility for almost all areas of BGL's IT. This included project planning and management, opening of new sites, and consultancy. The entrust IT Group's technical team handle management of the corporate networks, infrastructure, and security, as well as hardware procurement, configuration, and installation. They also handle vendor liaison, bringing BGL's large number of vendors together. Furthermore, the entrust IT Group's UK-based ITIL helpdesk co-ordinates issue resolution as well as rapid response to problems at sites anywhere in the country.

In addition, using their own datacentre facilities, the entrust IT Group provides private cloud facilities for some core services, resolving a security issue.

Throughout the implementation period, the entrust IT Group team outlined a project plan with steps and deadlines for each stage. Monthly meetings kept the BGL team well informed, and weekly email wash ups ensured that progress and issues were reported on regularly.

Commenting on the implementation, Bridget Jackson said: *“It's never easy to move providers after such a long time, and our leadership team did have their concerns, but the detail in the project plan coupled with the regularity of the communications meant that those anxieties were eased quickly. The approach was structured and well thought out, and in the end we need not have worried. Implementation was as painless as possible.”*

## The Benefits

The entrust IT Group's solution was a radical overhaul of BGL's IT infrastructure, standardising new sites with a single hardware and software mix and retrofitting older sites to be remotely manageable. Reducing complexity has led to a sharp decline in support issues as well as downtime.

BGL are provided with live dashboards showing data on service desk performance, as well as showing the areas of their infrastructure that are generating the most support issues. These statistics inform long-term strategy for improving IT performance. To date, the entrust IT Group team have resolved thousands of support tickets for Burhill, with an average of 93% positive feedback. In addition, BGL receive two dedicated account managers which cover general and technical issues.



*"Whereas I'd become accustomed to having issues at 60% of our sites at any one time" says Jackson, "now, that's down to less than 10%."*

Reducing the complexity of each site also means that opening new sites is a significantly streamlined process. This means new sites open on-time, with fewer issues reported.

*"The efforts of the entrust IT Group have led to outcomes that seemed impossible only a short time ago. We've now got 98% uptime. Every new site comes with a detailed plan and opens on time and within budget. The amount of time I'm spending chasing and resolving support issues has dramatically reduced, and the partnership has freed up a lot of time for the administrative team, which they are grateful for."*

Above all, the strategic approach of entrust IT Group at Burhill means the business is now in a strong position for growth well into the future.

## The Future

Thanks to the success of the Adventure Leisure division, which includes the brands 'Mr Mulligans' and 'Ninja Warrior UK', as well as the new and exciting 'BUNKERS!' brand, BGL is investing in a period of high growth.

*"We want to have an Adventure Leisure location in every major town and city in the country. We're currently in 20 cities and we're adding more in 2024, including in Northern Ireland – our first foray away from the UK mainland. This growth is possible because we're now confident we can deliver our new locations on time."*

Additionally, thanks to a reduced support burden, Burhill is now able to pursue some important projects. These will further improve efficiencies throughout the business, as well as making the company more secure and future-proof.

*"Changing partner for something as important and as complex as IT is never easy. There was undoubtedly some apprehension. However, the team at entrust IT Group made the transition as painless as possible thanks to their communication and careful planning. Working with them has been such a pleasure. I now know several of their team personally, and I know that there's always a human on the other end of the phone whenever I need them. Both myself, and our leadership team, are so grateful we made the switch"*







### Ground floor



What is the Kaftis Stone?

The Kaftis Stone is a large, dark stone fragment with hieroglyphs, discovered in the tomb of Kaftis, a high-ranking official in the 18th Dynasty. It is one of the most important artifacts from the tomb, as it provides a key to the Egyptian hieroglyphs. The stone is displayed in a glass case on a pedestal.

The key to Egyptian Hieroglyphs

An ancient Egyptian hieroglyphic text, known as the Kaftis Stone, is displayed in a glass case. The text is written in hieroglyphs and is one of the most important artifacts from the tomb of Kaftis. The stone is displayed in a glass case on a pedestal.

What is the Kaftis Stone?

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# Click Netherfield

## 3D Design Desktop

For nearly twenty years, ClickNetherfield has designed and built glass display cases for some of the world's best known museums. Boasting clients such as The British Museum, Science Museum and the Musée du Louvre, as well as a Royal Warrant from Her Majesty The Queen, it is clear that ClickNetherfield are leaders in their field.

Based in Livingston, Scotland, ClickNetherfield exports all over the world and their international operations require global access to design data.

## The Problem

ClickNetherfield design all of their museum showcases inhouse, which requires high-performance workstations and many highly skilled staff to operate them. ClickNetherfield's solution was to increase the size of its design team – but they needed a solution for providing these new staff with the tools for the job.

"We had previously handled all of our IT needs on-site" comments Andrew Paul, Business Systems Analyst at ClickNetherfield. "Whilst that had worked, we were conscious of the large costs associated with CAD workstations and how that could be supported considering our goal was to increase our workforce."

ClickNetherfield tried a number of avenues, including outsourcing to other design studios. However, they still wanted full control over their data, and could not guarantee its safety in an outsourced scenario.

They eventually came across entrust/IT, who had exactly the solution to fit their needs.

## The Solution

When ClickNetherfield came to entrust/IT and described their problem, the technical team had exactly the right answer. Experience of dealing with clients with similar issues to ClickNetherfield highlighted that they needed a solution that could provide access to CAD computing power, all over the world, at a fraction of the cost of the competing solutions.

The answer was 3D Design Desktop. The solution has won many plaudits since its introduction to the UK market in 2016 and promises design companies with power and flexibility that was previously thought impossible.

3D Design Desktop is a Cloud Workspace accelerated with high-performance graphics. Using custom built, high performance servers with specialist GPUs for improved rendering, the 3D Design Desktop allows complex 3D designs to be created and reviewed in a virtual environment accessed from base model PCs wherever in the world the user happens to be.



Because the 3D Design Desktop is cloud based, all it requires is an internet connection. The user connects using whatever device they happen to possess, and can work on CAD designs as if they were using a high-performance workstation. What's more, entrust/IT were able to lock down design files to remove the user's ability to download them from the cloud environment, thus keeping ClickNetherfield's intellectual property protected.

## The Benefits

"entrust/IT worked closely with our IT team, as well as some of our other technology suppliers, to ensure that the 3D Design Desktops were configured exactly to our specified requirements" says Andrew Paul. "The results have been fantastic. Using 3D Design Desktop, we were able to open up our design team capacity globally and the feedback we have received from our team is tremendous. They love working with 3D Design Desktop."

ClickNetherfield also introduced 3D Design Desktop to some of their design contacts around the world and were surprised to receive offers for freelance work.

3D Design Desktop gives ClickNetherfield unparalleled flexibility. They are now able to recruit designers from all over the world and keep their capital expenditure at a reduced, predictable monthly cost. Furthermore, all entrust/IT hosted desktops include unlimited access to our support services. Our UK based engineers are all Microsoft certified and most support issues can be solved over the phone – allowing ClickNetherfield's designers to keep doing just that.

"From our very first contact, entrust/IT have been efficient and detailed communicators. The setup process was lengthy, but very smooth and I cannot fault the helpdesk – they are always on hand to fix problems as they arise. What's more is we have regular account management calls where we work to find the next way we can push our technology forward. I'm really pleased with the progress so far." Continues Andrew Paul.





LOVE

FOOD



# ArtiCAD Ltd

## App Hosting

ArtiCAD was founded in 1992 as a software provider for the kitchen retail sector and has since grown to become a major force in the KBB industry both in the UK and overseas. From offices in the UK, South Africa, Australia, Ireland and North America, ArtiCAD provides its CAD software to over 7,500 designers across the world.

The power and simplicity of ArtiCAD software led to it being one of the market leaders in the CAD industry and with that came a period of strong growth. ArtiCAD knew that in order to keep that period of expansion going, embracing new technology was crucial.

## The Problem

“Our major problem” explains Colin Seaton, Corporate Accounts Director at ArtiCAD, “was the way in which we handled licensing for our software. Because our software was installed locally to each designer’s PC, the update process required each user to run software updates and patches manually. For some of our larger corporate customers with hundreds of users spread across the world, the lack of unified rollout meant that each showroom was running different versions of ArtiCAD and hampered business continuity.”

It was clear that ArtiCAD needed to find a new way to handle their software licenses. They began looking for new technology to improve efficiency.

“We tried issuing server licenses but this meant individual companies managing their own delivery. For many, this simply wasn’t a viable solution.”

In the end, ArtiCAD was recommended entrust/IT by one of entrust’s existing customers. Upon engaging with entrust/IT, ArtiCAD decided that they would be the best partner to drive their business forward.

## The Solution

entrust/IT offered a new option for ArtiCAD’s software delivery: The Cloud. ArtiCAD software and data was moved to secure, cloud based servers owned and managed by entrust/IT.

By hosting ArtiCAD in the cloud, designers are now able to access the software via an internet portal. This can be accessed anywhere, at any time, on virtually any device – even tablets.

The Cloud delivery of ArtiCAD was offered by entrust/IT as a completely white labelled service, allowing complete discretion. To the end user, there is no evidence to suggest that anyone other than ArtiCAD is providing the hosting.



Whilst issues relating to the hosting of ArtiCAD are extremely rare, any issues that should arise are handled by support engineers at entrust/IT, removing the need for ArtiCAD support engineers to be involved and freeing them up for more pressing issues.

## The Benefits

“The addition of a Cloud hosted offering of ArtiCAD has given us the ability to offer something that our competitors struggle with.” Continues Colin. “Whilst we would have moved to the Cloud eventually, partnering with entrust/IT significantly sped up this process. The entrust/IT hosting solution has definitely given us an advantage over our competitors.”

By moving the software hosting to secure, cloud based servers owned and managed by entrust/IT, ArtiCAD became able to offer their software over the internet – saving cumbersome downloads and providing a unified rollout of updates and patches to all their users simultaneously. All issues relating to the hosting itself are handled by entrust/IT’s dedicated support team. entrust/IT also manage the rollouts of updates and patches. “The support we have received from entrust/IT has been first class at every turn. The management team are always very engaged with us and always looking to move the partnership forward. The support team are switched on and handle things very competently, confidently and professionally.”

## The Future

By leveraging new technology, ArtiCAD are offering a number of exciting new features. For example, using Augmented Reality (AR) ArtiCAD designers are now able to show customers designs in 3-Dimensional space. ArtiCAD have recently joined a German-based ERP group with an annual turnover around 130 Million EUR. “Our corporate market is expanding at a rate of knots, and advances in technology are what is going to drive us forward.” Colin concludes “Our partnership with entrust/IT has been really successful in aiding our expansion.”



# Roadmap

*“Be not afraid of growing slowly, be afraid only of standing still.”*

Every successful organisation requires a plan. A clear goal and a pathway to arrive at it. A reason to get out of bed in the morning.

Our business is built on a long-term strategy of two distinct phases: organic growth and acquisition-led growth.

We are on a continuous drive to find organisations that are desperately in need of assistance with the latest in cutting-edge technology to accelerate their productivity. This is part of our organic strategy and is a never-ending, ongoing process.

However, we also actively seek IT businesses whose values align with ours and who are in need of some assistance to reach the next level, to join our group of Managed Service Providers.

The entrust IT Group is an ever-expanding group of IT Service Providers that deliver a mix of cloud and traditional IT environments.

For IT businesses that feel they have reached a plateau and need help to push onto the next level, or if the management would like to move onto new challenges, we can help.

We will continue our progress until we reach our goal of a sprawling network of Managed Service Providers covering all regions of the United Kingdom - and then we will push beyond.

Join us on our journey.







## Our Solutions

The entrust IT Group are proud to deliver an industry-leading broad portfolio of IT services, both traditional and cloud-based.

We worked hard to make cloud and simpler and more cost-effective option than it has been in the past, and many of our customers marry cloud based infrastructure with a traditional, on-site approach.

With a large range of services, we can provide the best IT solutions for a wide variety of organisations from legal firms or design agencies to education and even retail and Not-For-Profits or charities. Our products are flexible and can be tailored to fit your needs by our experienced team.

As relationships are built on trust, we will never recommend a solution that we do not think will be beneficial to your business.

Where there are options; we will take the time to explain the pros and cons of each; we will offer a recommendation but the final decision will always be **yours**.

### Cloud Services

- Hosted Workspace
- Cloud Desktop
- Hosted Applications
- Cloud CCTV
- Web Filtering
- Cloud Backup
- BI & Reporting
- Office 365
- Microsoft 365 Enterprise
- Skype for Business (and Microsoft Teams)

### “Traditional” On-Premise Services

- IT Support (Remote helpdesk and on-site)
- Hardware Sales
- Repairs
- Networking
- Virtualisation

### Consultancy

- Strategic consultancy
- Virtual IT Manager
- Virtual IT Director



# Careers and Development

At entrust IT Group, we see potential, not just positions. Join a collaborative team on a dynamic journey shaping the future of technology.

Your skills and expertise, combined with our shared values, propel us forward. Here, your voice is heard, your contributions valued, and you have the chance to be part of something bigger than yourself. Embrace a culture where individual growth translates into impactful results for our group, and the amazing businesses we serve.

## What can we offer you?

We value the people who work with us, which is why we work hard to make working with us rewarding:

- A competitive pay package
- Annual pay reviews
- Minimum 22 days holiday, with days added every year of service
- On-site free parking
- Company pension
- Free uniform
- Free food, drinks, and other refreshments
- Opportunities for CPD and on-the-job training
- Leadership development plans and training
- An opportunity to be a critical part of a growing business
- Mileage allowance

## What are we looking for?

To be part of our team, you will need to have the following characteristics

- Honesty and integrity
- A willingness to work hard and get results
- A willingness to learn and adapt
- A calm, polite, friendly manner
- Enthusiasm and energy
- A motivation to build a successful career in IT

As a family business at heart, we want our staff to feel a part of the family too. If you're willing to work hard for us, we'll work hard for you. We'll work hard to ensure you have all you need to succeed. We'll work hard to ensure your opinion matters and your voice is always heard. Most importantly, we'll work hard to make sure you have a great time working with us, and make some friends for life.











## Our Partners and Accreditations

### Microsoft

The entrust IT Group is a Tier-1 CSP for Microsoft and Silver Hosting partner. We are also 365 experts - helping you to get the most from your investment.

### Iomart

Iomart is our datacentre partner, and run a number of ISO certified DCs in the UK. Our private cloud services are hosted in Iomart centres.

### Veeam

Veeam is our preferred advanced backup and DR solution and we are a Veeam partner.

### Citrix

Citrix are the market leader in responsive mobile workspaces and are our major partner for creating a cloud workspace. entrust IT Group are an authorised Service Provider and a Cloud Service Provider (CSP) with Citrix.

### ISO 9001 / 27001

The entrust IT Group are ISO 9001 and ISO 27001 certified. ISO certification is testament to our drive for better outcomes for our customers and better security too.

We were first certified in 2014 and have retained our certification every year since.

### Sophos

Sophos is our preferred partner for security solutions. We are a Sophos Gold Partner, and Sophos is one of the world's leading AV and anti-ransomware platforms.

### VanillaIP

VanillaIP is our preferred partner for VoIP telephony solutions.

### Eagle Eye Networks

Eagle Eye Networks are a global leader in Cloud CCTV technology. Their innovative AI-augmented cloud platform is a game changer for physical security. The entrust IT Group is a leading partner in the UK and globally.

### G-Cloud / Cloud Commercial Service

The entrust IT Group are a HM Government G-Cloud and Cloud Commercial Service supplier, making us a preferred partner for the public sector.





# Our Partners and Accreditations



HM Government  
**G-Cloud**  
Supplier



Crown  
Commercial  
Service  
*Supplier*









Are you ready?

Let's Talk.

Thank you for taking the time to read this book. We hope that it has given you an insight into the entrust IT Group, our people, and our values.

We are a forward thinking organisation, driven by our desire to deliver excellence to those that trust us with their precious IT infrastructure.

Our growing network of IT Managed Service Providers allows us to deliver a wide-reaching service across the UK and USA, without losing that local feel that puts people at ease.

If you are a prospective client, we would love to show you how we can make your business run better. If you are thinking of joining our team, we eagerly look forward to meeting you. If you are considering partnering with us, we are excited to gain your trust.

We are on a journey to make IT better. Join us.

**Jeff Dodd**  
Group CEO

A handwritten signature in white ink, appearing to read 'Jeff Dodd', is positioned below the printed name and title.





*entrust IT Group*

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